

# DAILY VARIETY

90 CENTS

WEDNESDAY

DECEMBER 1, 1993

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of the season by that measure.

Also boosting NBC to its week-long tie were Sunday night's "Bonanza: The Return" vidpic and the "Back to Bonanza" special, which combined to ride off with that network's highest non-sports Sunday rating since last May 23.

The Peacock web looked even stronger in the key adults 18-49 demo, winning the week with a 7.3/19, followed by ABC's 7.0/18, CBS' 6.3/16 and Fox's 5.2/13.

ABC may have programmed itself out of a November sweeps win with "JFK: Reckless Youth," which made history as the lowest-rated regular-season multiparter ever on television, excluding such limited series as "Secrets of Lake Success" (*Daily Variety*, Nov. 29).

## NBC'S 'HOME' SWEET

### Peacock web ties week with sweeps leader CBS

BY TOM BIERBAUM

NBC's web premiere of "Home Alone" brought the network even with CBS for the Nov. 22-28 primetime Nielsens week, giving NBC its first share of the Nielsen lead since the NBA Playoffs last June.

Still, CBS' first-place tie keeps that web in control of the November sweeps — on the way to what would be its first November victory in nine years.

Through Monday of this week (leaving just two nights to count),

the 26-night Nielsen sweeps averages are: CBS, a 13.0 rating, 21 share; ABC, 12.5/20; NBC, 12.2/20; Fox Broadcasting Co., 7.5/12. Adults 18-49 ratings are: NBC, 7.5; ABC, 7.3; CBS, 6.8; Fox, 5.2.

With one night to count in the last Arbitron sweeps, which begin a day earlier, it's: CBS, 12.9/21; ABC, 12.5/20; NBC, 12.2/20; Fox, 7.6/12.

Despite its recent ratings success, CBS has not won a November sweep since 1984. NBC won seven in a row from '85 through '91 before ABC took the crown

last November.

"Home Alone" conked last week's competition, banging out the second-highest share for a network-released theatrical film in seven seasons. Since "Raiders of the Lost Ark" unearthed a 37 share back on Sept. 28, 1986, only the 38 share of "Fried Green Tomatoes" last May 2 has topped the Thanksgiving-night 36 share scored by "Home Alone."

NBC Research estimates 60.6 million viewers watched at least some of "Home Alone," making it the "most watched" program

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